

Exhibit No. 20Date 2-16-07SB 336 written testimony by Altria Corporation/Phillip Morris USA  
Senate Public Health, Welfare and Safety Committee Bill No. SB 336

February 16, 2007

*Pat Leem 443-6839***Altria/Phillip Morris USA oppose SB 336**

Phillip Morris USA does not market tobacco products designed to attract underage smokers. We do not make cigarettes with a distinct candy or fruit flavor. No Phillip Morris cigarette brand that tastes like candy or fruit.

Phillip Morris USA supports Federal legislation granting the FDA broad authority to regulate tobacco. Legislation has been introduced in Congress that includes flavoring.

Nearly all tobacco products have some sort of flavoring ingredients to give the product a distinct tobacco brand flavor designed to appeal to adult smokers.

PMUSA lists its ingredients on its website. Some of these ingredients used are included which are on the bills banned list of flavorings. Does this mean you intend to ban Marlboro in Montana? No reasonable person would say a Marlboro tastes like candy or fruit, but it has additives listed in the bill.

This Bill is worded so broadly that it potentially prohibits the use of certain ingredients regardless of whether or not the flavorings in fact predominate.

"Characterizing flavor", what does that mean? It's not defined. Who will decide what that is and how will they decide if a product has a characterizing flavor, whatever that means? What may be characterizing to one person may not be to another.

Since the bill lists certain ingredients as banned, regardless of whether or not they produce a "characterizing flavor", it has the potential of causing merchants to not carry our products out of fear of prosecution regardless of the taste or intent. That could have the further result of driving brand loyal consumers to out of state sources or the internet.

This bill is really about marketing and about restricting tobacco marketing as much to adults as to children.

This is a bad bill, not because of its intent if that intent is to protect children, but because it is crafted so broadly as to potentially ban most tobacco products marketed to and consumed by adults. That has potentially significant fiscal implications as well.

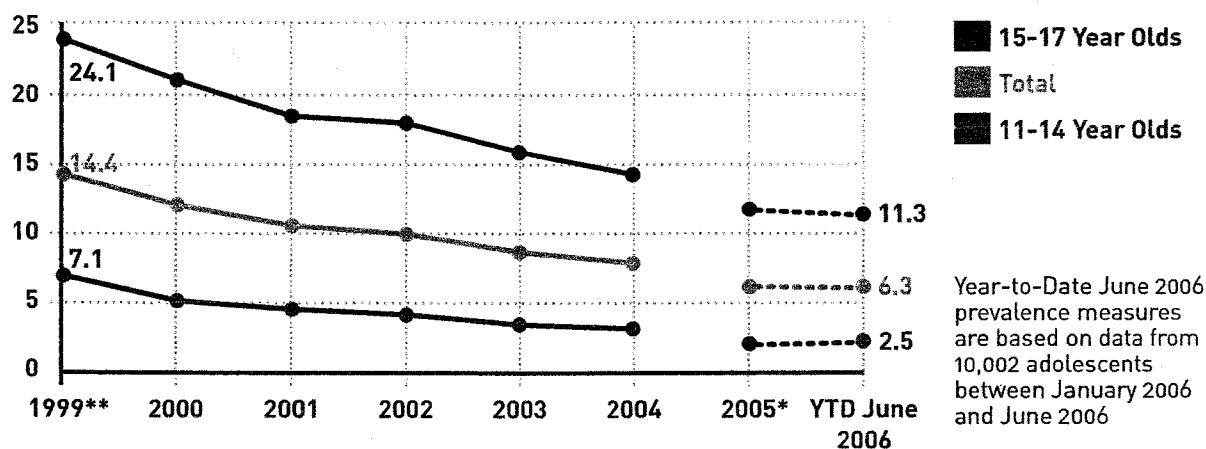
It strikes at restricting adult choices by potentially banning nearly all tobacco products in Montana regardless of the target market.

## TOPIC: YOUTH SMOKING PREVALENCE

### CHART: PREVALENCE OF PAST 30-DAY SMOKING | page 1 of 4

PERCENT OF 11 - 17 YEAR OLDS WHO REPORTED SMOKING A CIGARETTE ON AT LEAST ONE OF THE PAST 30 DAYS\*:

☐ AGE GROUP
 ☐ GENDER
 ☐ GENDER BY AGE GROUP
 ☐ RACE / ETHNICITY



\* From 1999 through 2004, smoking status was determined by "past month" cigarette use. In 2005, smoking status was redefined as "past 30-day" cigarette use.

\*\* 1999 data are February through December 1999

**PhilipMorrisUSA**
[+ Home](#) [+ Contact Us](#) [+ Site Map](#) [+ PM USA en Español](#) [+ FAQs](#) [+ Careers](#)
[Search](#)[Search Help](#)[Print Page](#)[Email Page](#)**About Us****Product Facts**[Making Our Cigarettes](#)[Understanding Tar & Nicotine Numbers](#)[Cigarette Ingredients](#)[Cigarette Paper Technology](#)**Smoking & Health Issues****Legislation & Regulation****Our Initiatives & Programs****Product Facts****Cigarette Ingredients****You must view all three tabs to see a complete list of the ingredients.**[View Ingredients  
by Brand](#)[View Tobacco and Flavor Ingredients  
for All PM USA Brands](#)[View Non-Tobacco Com  
Ingredients for All PM L](#)[Marlboro](#)[Marlboro Full Flavor 100's Filter Box](#)[GO >>](#)

Our Tobacco Ingredients by Brand list identifies principal and flavor ingredients that are either commonly known or added to tobacco at levels of 0.1% or more of the weight of the tobacco rod (the column of tobacco in each cigarette) for our cigarettes sold in the U.S.

The ingredients in the Tobacco Ingredients by Brand list are identified in descending order by weight.

**Marlboro Full Flavor 100's Filter Box**[Tobacco](#)[Water](#)[Sugars \(Sucrose and/or Invert Sugar and/or High Fructose Corn Syrup\)](#)[Propylene Glycol](#)[Glycerol](#)[Licorice Extract](#)[Diammonium Phosphate](#)[Ammonium Hydroxide](#)[Carob Bean and Extract](#)[Cocoa and Cocoa Products](#)[Natural and Artificial Flavors](#)

To learn more about tar & nicotine ratings for PM USA's brands, view [Tar & Nicotine Ratings](#).

Philip Morris USA manufactures its cigarettes in a variety of lengths. Cigarette length descriptors are used to identify our different products. These length descriptors (in order of increasing product length) 70mm, 72mm, Kings, 100's and 120's.

There are other ingredients added to tobacco at levels less than 0.1% in PM USA cigarettes, including the natural and artificial flavors that give each brand its unique characteristics (the brand recipe), as well as ingredients in the non-tobacco components. Please see the View Tobacco and Flavor Ingredients for All PM USA Brands tab and the View Non-Tobacco Component Ingredients for All PM USA Brands tab for composite lists that include such additional ingredients.

**PhilipMorrisUSA**[Home](#) [Contact Us](#) [Site Map](#) [PM USA en Español](#) [FAQs](#) [Careers](#)

Search

GO

[Search Help](#)[Print Page](#)[Email Page](#)**About Us****Product Facts**[Making Our Cigarettes](#)[Understanding Tar & Nicotine Numbers](#)[Cigarette Ingredients](#)[Cigarette Paper Technology](#)**Smoking & Health Issues****Legislation & Regulation****Our Initiatives & Programs****Product Facts****Cigarette Ingredients****You must view all three tabs to see a complete list of the ingredients.**[View Ingredients  
by Brand](#)[View Tobacco and Flavor Ingredients  
for All PM USA Brands](#)[View Non-Tobacco Component  
Ingredients for All PM USA Brands](#)[Chesterfield](#)[Chesterfield Full Flavor 100's Filter Box](#)[GO >>](#)

Our Tobacco Ingredients by Brand list identifies principal and flavor ingredients that are either commonly known or added to tobacco at levels of 0.1% or more of the weight of the tobacco rod (the column of tobacco in each cigarette) for our cigarettes sold in the U.S.

The ingredients in the Tobacco Ingredients by Brand list are identified in descending order by weight.

**Chesterfield Full Flavor 100's Filter Box**[Tobacco](#)[Water](#)[Sugars \(Sucrose and/or Invert Sugar and/or High Fructose Corn Syrup\)](#)[Propylene Glycol](#)[Glycerol](#)[Cocoa and Cocoa Products](#)[Carob Bean and Extract](#)[Natural and Artificial Flavors](#)

To learn more about tar & nicotine ratings for PM USA's brands, view [Tar & Nicotine Ratings](#).

Philip Morris USA manufactures its cigarettes in a variety of lengths. Cigarette length descriptors are used to identify our different products. These length descriptors (in order of increasing product length) 70mm, 72mm, Kings, 100's and 120's.

There are other ingredients added to tobacco at levels less than 0.1% in PM USA cigarettes, including the natural and artificial flavors that give each brand its unique characteristics (the brand recipe), as well as ingredients in the non-tobacco component. Please see the [View Tobacco and Flavor Ingredients for All PM USA Brands](#) tab and the [View Non-Tobacco Component Ingredients for All PM USA Brands](#) tab for composite lists that include such additional ingredients.

**PhilipMorrisUSA**[Home](#) [Contact Us](#) [Site Map](#) [PM USA en Español](#) [FAQs](#) [Careers](#)[Search](#)[Search Help](#)[Print Page](#)[Email Page](#)**About Us****Product Facts**[Making Our Cigarettes](#)[Understanding Tar & Nicotine Numbers](#)[Cigarette Ingredients](#)[Cigarette Paper Technology](#)[Smoking & Health Issues](#)[Legislation & Regulation](#)[Our Initiatives & Programs](#)**Product Facts****Cigarette Ingredients****You must view all three tabs to see a complete list of the ingredients.**[View Ingredients by Brand](#)[View Tobacco and Flavor Ingredients for All PM USA Brands](#)[View Non-Tobacco Component Ingredients for All PM USA Brands](#)[Benson & Hedges](#)[Benson & Hedges Deluxe Full Flavor Kings Filter Box](#)

Our Tobacco Ingredients by Brand list identifies principal and flavor ingredients (either commonly known or added to tobacco at levels of 0.1% or more of the weight of the tobacco rod (the column of tobacco in each cigarette) for our cigarettes sold in the U.S.

The ingredients in the Tobacco Ingredients by Brand list are identified in descending order by weight.

**Benson & Hedges Deluxe Full Flavor Kings Filter Box**

Tobacco

Water

Sugars (Sucrose and/or Invert Sugar and/or High Fructose Corn Syrup)

Propylene Glycol

Glycerol

Licorice Extract

Diammonium Phosphate

Ammonium Hydroxide

Cocoa and Cocoa Products

Carob Bean and Extract

Natural and Artificial Flavors

To learn more about tar & nicotine ratings for PM USA's brands, view [Tar & Nicotine Ratings](#).

Philip Morris USA manufactures its cigarettes in a variety of lengths. Cigarette length descriptors are used to identify our different products. These length descriptors (in order of increasing product length) 70mm, 72mm, Kings, 100's and 120's.

There are other ingredients added to tobacco at levels less than 0.1% in PM USA cigarettes, including the natural and artificial flavors that give each brand its unique characteristics (the brand recipe), as well as ingredients in the non-tobacco component. Please see the View Tobacco and Flavor Ingredients for All PM USA Brands tab and the View Non-Tobacco Component Ingredients for All PM USA Brands tab for composite lists that include such additional ingredients.